

Guidelines – article creation

(SPONSORED FEATURES)

General Information and Disclaimers

Promoted features do not necessarily reflect the views of William Reed Business Media and its affiliated brands. In order to remain transparent, promoted features will display at least one of the following statements: “Sponsored by” or “Paid for by”.

In addition, each article will display the following disclaimer at the end: “This article is written by / on behalf of “CLIENT NAME” **and not** by “NAME_OF_THE_PUBLICATION” editorial team. WRBM will also display clear visual signs of promoted content when presenting the article to the readers.

WRBM is aware of the fact that the promotional feature may be written with a distinct point of view that may not reflect the views of one of WRBM publications or its editors.

Any WRBM Publications may reject or remove any piece of sponsored content that contains false, deceptive, misleading, illegal information or does damage to the WRBM brand or its affiliates.

All content is published subject to our Standard Terms and Conditions for Advertising Booking in force at the time of booking.

Guidelines for Article Creation

500 words minimum

1500 words maximum

Avoid overuse of the same words

The article must not contain more than two pieces of multimedia content (images, videos, podcasts, infographics)

The article content must be relevant to the website's focus

The content must be unique and not published anywhere else online

Any reference to third party content must be approved by all third parties. For example, if the article contains elements of a presentation, the use of this content must be approved by third parties

For best results the article should be non-commercial in nature and avoid as much as possible the use of overt product positioning or blatant self-promotion. WRBM reserves the right to re-write content that we feel does not meet this requirement

The article must not be derogatory towards competitors

The use of acronyms will need to follow the same rules as for our editorial content: Unless the term is used heavily within the industry or are common knowledge (e.g: FDA, US, EU...), the term must be spelled entirely the first time with the acronym in parenthesis. For instance: "*Consumption of a sugar-sweetened drink on a daily basis may be associated with an increased risk of developing non-alcoholic fatty liver disease (NAFLD), say researchers....*". Once defined, the term NAFLD can be used freely in the piece of content

Illustrations: Photographs, line drawings, and other illustrations may be in colour or black and white. Electronic images should be 72 DPI, in one of the following formats (by order of preference): EPS, PNG or JPEG. Colours should be set to RGB

Trademark, copyright, registration marks and related symbols will not be published in the article

Commercial rights to all copyrighted material – including photos, videos and audio elements—must be secured by the advertiser from the copyright holder before the material is used in branded content or fall under fair use.